

SMS Notifications



Enabling SMS text notifications keeps riders informed of their pending trips, builds trust and enables smoother agency operations.

- ✓ Customizable vehicle arrival notifications
- ✓ Reminds riders to be ready prior to a vehicle arriving
- ✓ Helps reduce no-shows and last minute cancellations
- ✓ Provides riders with accurate estimated arrival time (based on real-time AVL data), as well as the vehicle's identification
- ✓ Flexibility to allow clients to receive SMS for every trip or on a trip-by-trip basis
- ✓ Great customer service in inclement weather

WHO OWNS CELLPHONES & SMARTPHONES

A substantial majority of Americans are cellphone owners across a wide range of demographic groups. By contrast, smartphone ownership exhibits greater variation based on age, household income and educational attainment.

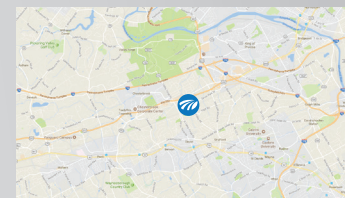
% of U.S. adults who own the following devices

	Any cellphone	Smartphone	Cellphone, but not smartphone
Total	95%	77%	18%
Men	96%	78%	18%
Women	94%	75%	19%
Less than high school graduate	92%	54%	39%
High school graduate	92%	69%	23%
Some college	96%	80%	16%
College graduate	97%	89%	8%
Less than \$30,000	92%	64%	29%
\$30,000-\$49,999	95%	74%	21%
\$50,000-\$74,999	96%	83%	13%
\$75,000+	99%	93%	6%

Source: Survey conducted Sept. 29-Nov. 6, 2016.
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Map data: Google

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